Promotion of tourism through 'Incredible India' campaign

†2389. SHRI JANESHWAR MISHRA: Will the Minister of TOURISM be pleased to state:

(a) the total amount incurred by Government on the vigorous drive *i.e.* 'Incredible India' launched in the media and press these days;

(b) the head-wise details of amount incurred out of this amount on the domestic as well as foreign communication mediums;

(c) the details of amount incurred earlier on the similar publicity campaign of Atithi devo bhava', by Government;

(d) the reasons for changing priorities on tourism by Government; and

(e) the details of achievements made in promoting tourism through such vigorous publicity campaigns?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) A sum of Rs. 69.19 crore has already been incurred during the current financial year in respect of Incredible India centrialized media campaigns both in the domestic and overseas markets.

(b) Asum of Rs. 15.70 crore and Rs. 53.49 crore have been incurred towards campaigns in the domestic and overseas markets respectively.

(c) A total of Rs. 18.00 crore had been incurred on Atithi Devo Bhavah Publicity campaign undertaken in two phases in 2004-05 and 2005-06.

(d) While priorities have not changed, the Government is putting greater emphasis on development of infrastructure at important tourist destinations/circuits and to promote and publicize various tourism products of India within the country and abroad.

(e) There has been an increase of 45% during the last two years, in foreign tourist arrival to the country and the foreign exchange earnings during the same period have also increased by 62.2% in US dollar terms.

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†Original notice of the question was received in Hindi.